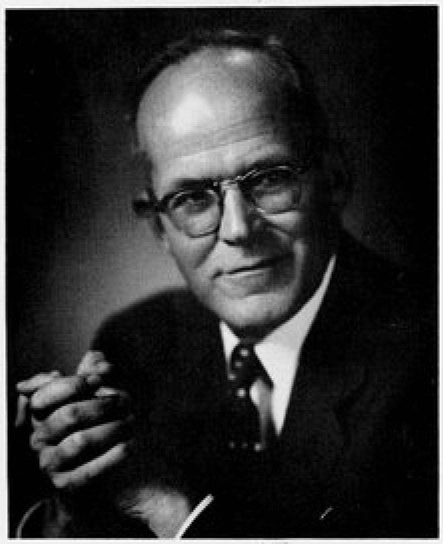
THE FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.

To The Memory and Life's Purpose of This Man . . .



The Sanford W. Goin Architectural Scholarship

● Architecture was both a cause and a profession to Sanford W. Goin, FAIA. As a cause he preached it everywhere as the basis for better living and sound development in the state and region he loved. As a profession he practiced it with tolerance, with wisdom, with integrity and with humility.

● He was keenly aware that in the training of young people lay the bright future of the profession he served so well. So he worked with them, counseled them, taught them by giving freely of his interests, energies and experience. . . . The Sanford W. Goin Architectural Scholarship was established for the purpose of continuing, in some measure, the opportunities for training he so constantly offered. Your contribution to it can thus be a tangible share toward realization of those professional ideals for which Sanford W. Goin lived and worked.

The Florida Central Auxiliary has undertaken, as a special project, to raise funds for the Sanford W. Goin Architectural Scholarship. Contributions should be addressed to Mrs. Edmond N. MacCollin, President, 240 Bayside Drive, Clearwater Beach, Florida.

WOMEN'S AUXILIARY, FLORIDA CENTRAL CHAPTER, AIA.

The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly, at 7225 S. W. 82nd Ct., Miami 43, Florida; telephone MOhawk 5-5032. Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Accepted as controlled circulation publication at Miami, Florida.

Printed by McMurray Printers

ROGER W. SHERMAN, AIA
Editor-Publisher

VOLUME 10
NUMBER 9 **1960**

STA-BRITE

LIGHTS THE WORLD

THE WORLD OF SENSIBLE SAVERS WHO FLOCK TO WASHINGTON FEDERAL • MIAMI BEACH, FLORIDA



A rapidly growing roster of today's foremost architects, contractors, electrical engineers and design consultants who specialize in financial institutions, are now specifying illumination by Sta-Brite. The new Washington Federal Savings and Loan Association Building, Miami Beach, Florida, is an eloquent example, typical of the superb modern styling and engineering perfection of all Sta-Brite installations.

Architect: Gilbert M. Fein
Electrical Engineer: Weiss & Hertz
Interior Design Consultant: Louise Hinz
Electrical Contractor: Tri-City Electric Co., Inc.
General Contractor: Basker Building Corp.



Richly decorative gold Infinilite panels, set between bands of gold anodized aluminum and interspersed with Holophane Prismalume Controlens, provide soft illumination and glareless comfort over tellers' cages. A vast, luminous ceiling of Sta-Brite's Para-Grid, a glowing translucency of white cubed plastic shielding, achieves an eye-catching canopy of light over the visitor's area. Installed without cross sections, it is another dramatic example of Sta-Brite's matchless skill.

STA-BRITE
Fluorescent Mfg. Co.
3550 N. W. 49th STREET • MIAMI 42, FLA.

Whether it be banks, office buildings, shopping centers, gasoline stations, schools or any other type installation—Sta-Brite has the illuminating answer. Send your problems to us for our engineering staff to solve, without obligation.

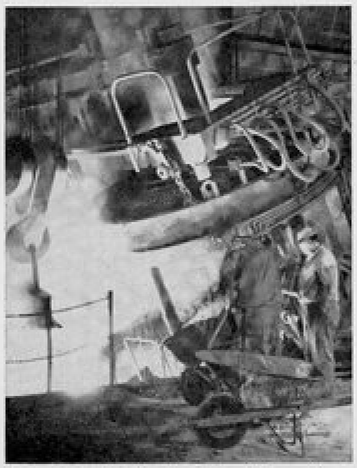
STA-BRITE FLUORESCENT MFG. CO.
3550 N.W. 49th ST. • MIAMI, FLORIDA

NAME ....

ADDRESS ....

CITY......................... STATE.................

THE ULTIMATE IN LIGHTING FIXTURES



Letters

Of Keen Interest . . .

EDITOR, FA:

In answer to a lawsuit filed against the City of Winter Haven, protesting their new sign ordinance which restricts the construction of business signs within the city limits, City Attorney Paul Ritter wrote the following reply:

"The sign ordinance is justified by many considerations of public policy, not the least of which is the power and duty of the City to preserve the public health. The mental health of the people is as important as is their physical health, and I think we shall be able to establish that esthetics are an important element of mental health, and that the crudeness and unsightliness of commercial billboards make them repulsive and harmful to the minds of people of civilized sensibilities."

I thought you might be interested.

GENE LEEDY, AIA,
Winter Haven.

House Design Trend . . .

EDITOR, FA:

For some time, this writer has abserved the trend of residential design as illustrated in current professional magazines; and also for some time I have felt the urge to offer some comments on this trend.

The residence shown in some detail in the current issue of *Florida Architect* seems to be a typical example of this trend. I do not feel that this trend is in any way an answer to demands of clients who wish to build a home. It is, in my opinion, an entire responsibility of the architect who assures himself that this is what he should have.

Over a period of many years' practice almost wholly devoted to residential work, it has always seemed to me that a home should be a background for an owner's way of life — his belongings, his hobby if any — and not a monument to show how clever an architect can be in the use of materials, and expert in the use of mechanical details. But there is usually something lacking. Clever? Yes — a mechanical masterpiece possibly — but a background for nothing. No individuality, a more or less stereotyped design, no semblance of proportions and beauty, as these terms have been usually accepted since time began.

Owners of these homes may possibly be lovers of books, collectors of paintings and objects d'art, personal trophies, etc. Where do these things fit in the current restless design of walls and floors? To be specific, is the fireplace in the residence above referred to by any stretch of imagination a thing of beauty? Efficient, possibly — but that is all that can be said for it. There are many beautiful homes being built today, (see *Town and Country*, and *House Beautiful*) but plans and photos of these homes never seem to reach the architectural magazines. Efficiency seems to be the watch-word of today's architecture; but I contend a home should have more than this.

For these trends in design I feel that the teachings of our architectural schools are largely responsible. I have made it a point to converse with many applicants for jobs as draftsmen; and they one and all agree that nothing else is taught. Not one in ten of these applicants can do any rendering. This seems to be optional where it should be mandatory. Perhaps if these buildings were viewed more in perspective, a different standard of design might prevail.

FRANK WYATT WOODS, AIA.
Miami Beach.

Toast to Color . . .

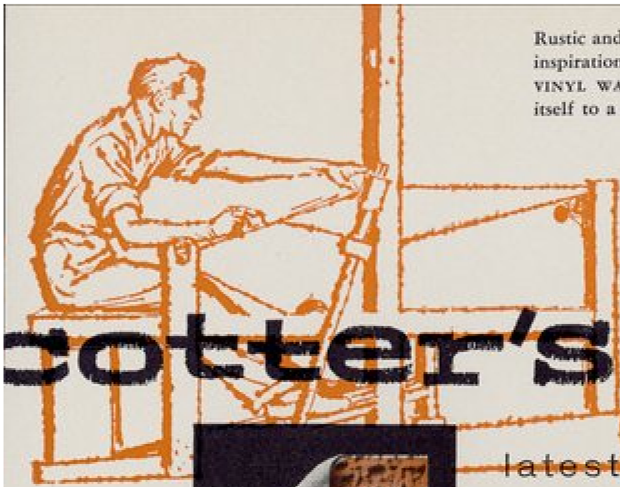
EDITOR, FA:

I read the paragraph in the June issue *F/A Panorama*, entitled "Who Likes What Color Most . . ."

If I should attempt to answer that question, I'd probably find myself behind bars (prison bars) for safety. While the subject is uppermost in my mind, I am enclosing a 1960 Color Research Report which is a product of our Color Research Committee. This Report also contains color trend predictions.

This recalls to mind my experience with an architect who had difficulty selecting a satisfactory color sample of stained wood finishes which I submit-

(Continued on Page 6)



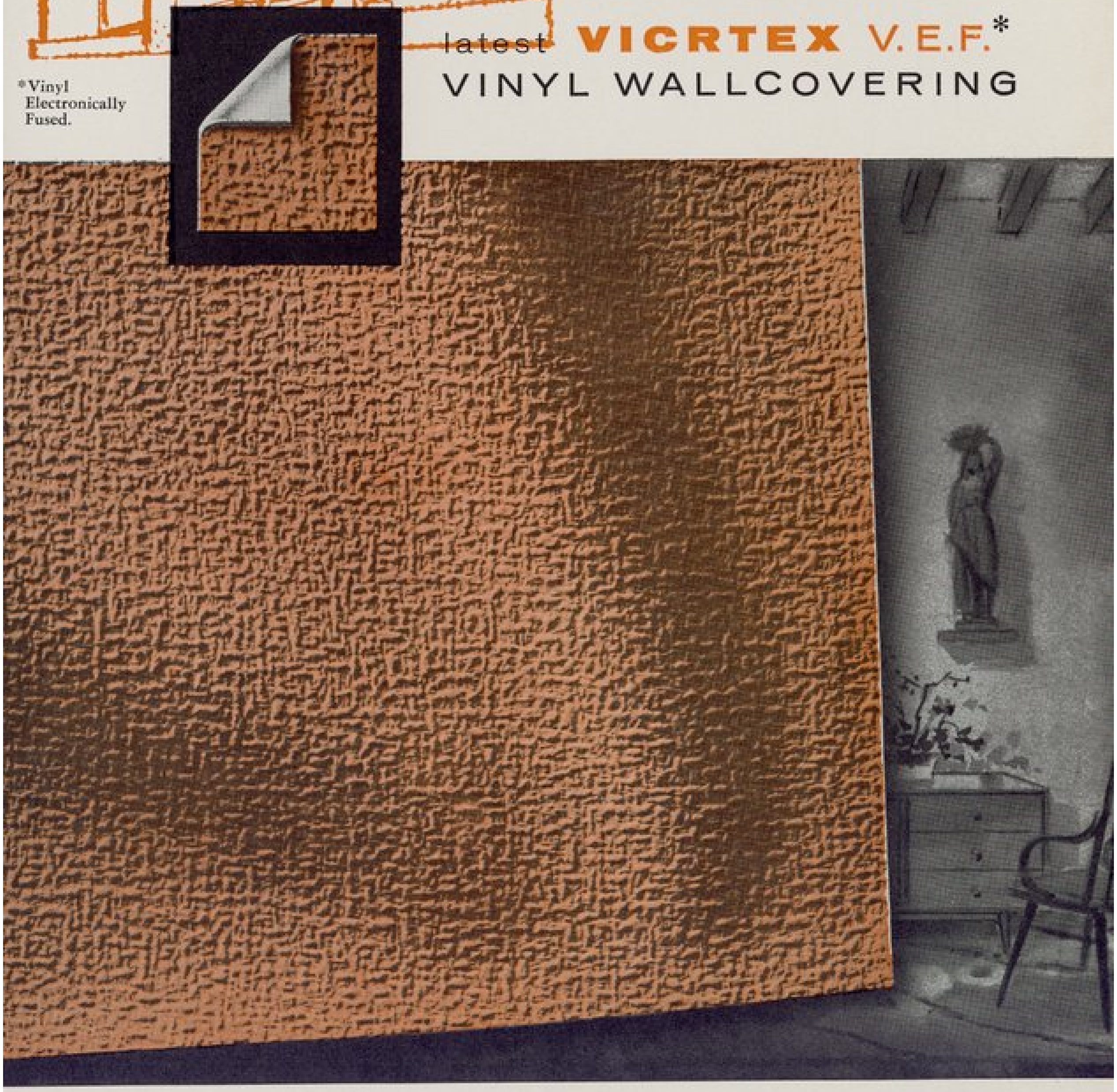
Rustic and rough with a handloomed look as authentic as its Scottish inspiration — COTTER'S LOOM is another creation in VICRTEX V.E.F.* VINYL WALLCOVERINGS. Rare and distinctive COTTER'S LOOM lends itself to a multitude of decorating schemes. Many times tougher than its handloomed counterpart, it can't be snagged, chipped, peeled, cracked or scratched. Waterproof, weatherproof, flame and stain-resistant — wipes clean with a damp cloth, 28 exciting colors. Send to DWOSKIN now for samples, prices.

cotter's loom

latest **VICRTEX** V.E.F.*

VINYL WALLCOVERING

*Vinyl Electronically Fused.



DWOSKIN

INCORPORATED

AMERICA'S LEADING WALLCOVERING DISTRIBUTO

Main Showrooms & Offices - ATLANTA

Branch Showrooms - Dallas - Houston - Miami

MIAMI SHOWROOMS & WAREHOUSE - 4029 N. Miami Ave.

Letters

(Continued from Page 4)

ted. He phoned me several days later to pick up a sample color which suited him. On arriving at his office, he presented me with a slice of white bread, toasted, and said, "Match this color."

So I ask you — Who Likes What Color . . . ?

FRED P. SUTTON
Benamin Moore & Co.,
New York City

As the Dean of paint manufacturers' architectural representatives, Mr. Sutton — an architect himself and known to many in the Florida region — should know whereof he speaks. His Company's Color Research Report has this to say relative to current color trends, " . . . the three best wall colors are still warm and cool off-whites and pale yellow. The beiges, next in line, tend to be yellower in tone, and cool gray has declined slightly in popularity. A tint of violet or lilac now appears among the top ten, substantiating its significance as a trend color. Outstanding new arrival among furnishings and accent colors is a fairly strong olive or bronze green, while floor coverings of warm white, beige and brown have superseded the cool gray."

Circuit Court Sustains State Board Revocation Action

In a ruling dated August 10, the Circuit Court of Broward County upheld the action of the State Board of Architecture in revoking the registration to practice architecture of Robert M. Nordin, of Miami. The ruling came as a result of legal action by Nordin to have the Board's revocation order reversed. The matter has been in litigation for more than a year.

The Board's action against Nordin was taken on July 31, 1959, as a result of a formal hearing relative to the improper use of an architect's seal. Evidence presented at the hearing showed that Nordin had used his seal to stamp drawings which were..."*not prepared by him or under his responsible supervising control.*" This is a violation of Section 467.15 of the Florida "architects law"; and accordingly the Board exercised its statutory right to order revocation of Nordin's certificate of registration. The Board's action was to have become effective, September 18, 1959.

Before that date, however, Nordin petitioned the Circuit Court for a writ of certiorari — the effect of which was to stay execution of the Board's order until court action on his petition. The court's decision was based on a review of the formal hearing on which the Board's revocation order was based. The court found that evidence presented at the hearing was "competent" and "substantial" and that the Board's action was therefore in accord with the essential requirements of the law.

The case was typical of several others with which the Board has had to deal. It involved a set of drawings which had been submitted first to a supervising architect of the Hotel and Restaurant Commission bearing the seal of an engineer, but not an architect. Subsequently they were re-submitted to the Commission's supervising architect with Nordin's seal affixed. Evidence at the hearing brought out the facts that the drawings had been made by an unregistered draftsman, that Nordin had had nothing to do with the original design of the building, that he had not seen the drawings while they were being done by the draftsman and that he had made no changes in them prior to the time his seal was affixed.

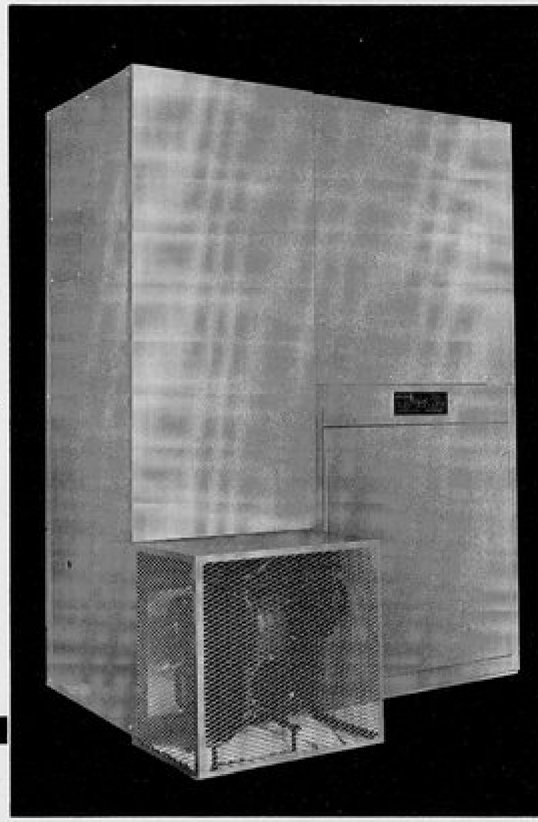
In sustaining the Board's action the court stated that Nordin "*. . . as to the plans had not been or acted in a responsible capacity, was not supervising ,and was not in control.*" The court's order also referred to provisions in the law for reinstatement of registration. Section 467.14 provides for issuance of a new certificate of registration "*. . .upon satisfactory evidence of proper reasons*" for reinstatement of persons whose certificates of registration have been revoked.

ANNOUNCING...

the lifetime solution to Florida home comfort

ARKLA-Servel

SUN VALLEY

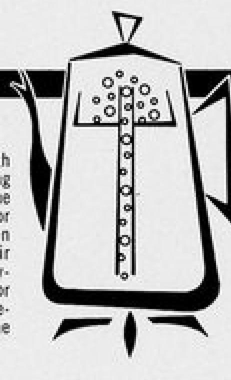


OIL-Fired ALL-YEAR AIR CONDITIONER

An Air Conditioning Unit that HEATS and COOLS from a single coil under a vacuum-sealed system.

- Patented and exclusive . . . NO MOVING PARTS in heating or cooling cycles . . .
- Designed to give top-quality performance for 20 years—or more. Lowest depreciation of any central heating-cooling unit ever built.
- Low Cost Operation . . . *OIL* is the cheapest and safest fuel. Real long-term savings.
- Compact and vibration-free . . . no noisy compressor . . . performs the 12-month climate control job with a single, inexpensive OIL flame.
- Simple, automatic—just dial the thermostat for desired temperature.
- The **ARKLA-SERVEL "SUN VALLEY"** refrigerant solution is Lithium Bromide and distilled water, as harmless as ordinary salt water.

Now manufactured in 3½-ton size for the average size home and 5-ton size for larger homes and small commercial establishments.



The patented principle of operation with NO MOVING PARTS works something like a coffee percolator . . . The oil flame boils the solution, and the water vapor produced goes to the condenser. It then flows into the single coil over which air is passed by the blower. Heat is removed from the air and the water vapor (through the process of absorption) returns to the liquid state and flows to the generator to again be used.

5-YEAR FACTORY WARRANTY

Plumbing and heating contractors, air conditioning contractors, architects and builders are invited to write for details and charts of Cycle of Operation.

BELCHER OIL COMPANY

1217 Biscayne Boulevard, Miami, Florida

Message from The President...

A State of Design

By JOHN STETSON, AIA
President
Florida Association of Architects

Out of saw grass marshes and mangrove swamps is arising a new colossus. Whether it matures into a lovely lady of classic beauty or becomes an out-sized, frumpy trollop is the responsibility of the men running our state, county and municipal governments — and the leaders they appoint to planning, zoning, building, etc. boards and commissions. Naturally I am talking about the State of Florida which, in my life time, has risen from the 30th to the 10th state in the union in population. This responsibility we have given our officials is almost frightening in its importance. On their decisions and indecisions hinge not only the future beauty of the state, but also many economic factors.

Two equal-sized areas of ground containing exactly the same chemically constituted soil, with identically the same elevation above the sea can vary in value one hundred thousand percent, although they are in the same county and located only a few miles apart. Excluding precious stones, minerals and certain works of art, no investment man can make maintains such an even standard of value as does good real estate. Its value is always directly relational to the dollar; but its weakest point is its relationship to its neighbors.

Good neighbors mean good values, standardized over the years providing security of investment. Poor neighbors, created through bad construction, indifference to pride of beauty or upkeep, undesirable tenants, improper property usage, and many other causes can drop property values to a fraction of their former worth. All about us we see neighborhoods once representing the best of everything, now deteriorated into virtual slum areas. To do nothing about these already present blights, or to be instrumental in creating others through failure to take proper steps to prevent them, is as thoroughly criminal as though a group of men set out with heavy equipment and demolished the property physically.

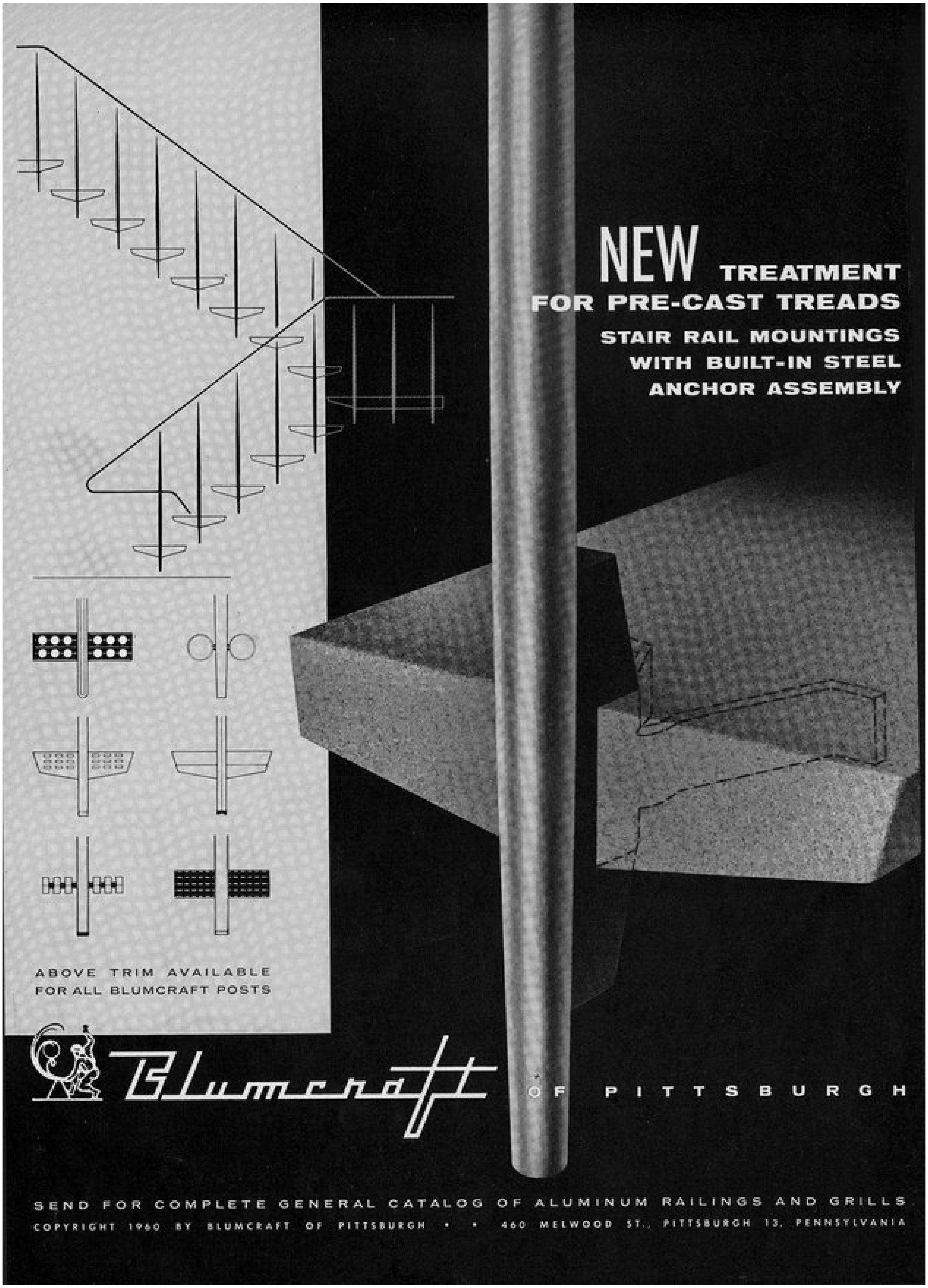
Here in our state there are forward looking communities now in the midst of long range planning programs. Some are doing so with the cooperation of the Florida Development Commission and Section 701 of the National Housing Act, and with their own citizens committees. A very few years ago there were only a very few qualified planning consultants in the State of Florida. No one thought it necessary to hire a man to plan a community. "Let's just let nature take its course" was the stock statement. It did, and look at the results in every community with that attitude.

Towns and cities like Coral Gables, Palm Beach and a few others became symbols of unattainable beauty, not because they necessarily grew from the perfect plan, but mainly because they adopted one or two basic rules of good planning. They provided themselves with controls to prevent improper usage of property and neighborhoods and to keep out too many and too large sign boards, over crowding, poor design and unnecessary traffic.

Good community planning does not mean that only the rich can live there. Some of the most charming sights of foreign travel are small villages, quaint and uncluttered — but each containing unselfish, fiercely proud people — proud of their inheritance and always aware of the vigilance required to prevent anyone destroying the beauty about them.

A block of marble becomes what man makes of it. If it is finely ground, then it becomes an obnoxious dust ruinous to the mucous membranes. If broken into small chips it makes a concrete aggregate, roof covering or terrazzo flooring. If it is sawn into blocks or tiles, it may become only an indistinguishable part of a building or a large paved area. But, if given into the hands of a master

(Continued on Page 30)


NEW TREATMENT
FOR PRE-CAST TREADS
STAIR RAIL MOUNTINGS
WITH BUILT-IN STEEL
ANCHOR ASSEMBLY
ABOVE TRIM AVAILABLE
FOR ALL BLUMCRAFT POSTS
Blumcraft OF PITTSBURGH
SEND FOR COMPLETE GENERAL CATALOG OF ALUMINUM RAILINGS AND GRILLS
COPYRIGHT 1960 BY BLUMCRAFT OF PITTSBURGH • • 460 MELWOOD ST., PITTSBURGH 13, PENNSYLVANIA

The Office of the Architect to the Board of Control . . .
How does it operate . . . How big is it . . . What does it do?

New Light On An Old Policy

For some time there has existed in the minds of many architects at least an impression, if not a conviction, that certain departments of the state government were trespassing on the field of private practice. This has centered primarily on the activities of the architectural office of the Board of Control. Accordingly, in June, 1958, a survey of the policy of this office was made by the editor of The Florida Architect and reported in the July, 1958, issue on the basis of a searching interview with Dr. J. Broward Culpepper, *Executive Director of the Board of Control, in Tallahassee.*

Since then both the personnel and the policy of the Board of Control's architectural office has changed radically. Forrest M. Kelley, Jr., *has been appointed architect to the Board of Contril with administrative offices in Tallahassee. Zone offices have been established, three Assistant Architects appointed; and the scope and volume of the Board of Control's architectural activities have been widened substantially.*

In an effort to ascertain present policies and procedures of the Board of Control's architectural office, John Stetson, *FAA President, wrote on July 13 to the Architect of the Board of Control and asked a number of specific questions.*

The following, in answer to the FAA president, was written by Forrest M. Kelley, Jr. *It was presented at the FAA Board meeting, August 13. Its publication here was authorized by Board action on that date.*

I want to thank you for this opportunity to explain to you and your committee the function of this office. This office under the Board of Control has the responsibility for the coordination of the work done by our engineering and architectural associates and for supervision of construction on the various campuses of the state-supported institutions in Florida. In addition to Florida State University, Florida Agricultural and Mechanical University, The University of Florida and the University of South Florida at Tampa, the Board of Control has under its jurisdiction also the Florida School for the Deaf and Blind in St. Augustine and the proposed new university at Boca Raton.

In order to fulfill these above required functions, our office consists of three Zone Offices and one Central Office. The Zone Office in Tampa serves the new university of South Florida there and the proposed new institution at Boca Raton. The Zone Office in Gainesville serves the University of Florida in Gainesville and the Florida School for the Deaf and Blind in St. Augustine. The Zone Office in Tallahassee serves the Florida State University and Florida A. & M. University, both in Tallahassee. The various Agricultural Experiment Stations throughout the state are serviced by the Zone Office nearest geographically.

The functions of these Zone Offices is to provide for supervision after the award of contract and to serve as a liaison office between the university and the Central Office in Tallahassee. Since the volume of construction at each of the Zones might reasonably be estimated at approximately $3-million per zone per year, and since the service of supervision which is rendered by the Board of Control Office includes continuous field inspection, approximately three general building inspectors are employed in each of the Zones. In addition to these general building inspectors we have our electrical and mechanical inspectors totaling three in number, distributed over the three zones.

Each Zone office is headed by a professional man. In Tallahassee the Zone architect is Chester L. Craft, Registered Architect. In Gainesville the Zone Architect is Guy C. Fulton, who is a Registered Architect. In Tampa the Zone Engineer is Fred E. Clayton, Registered Engineer.

In the Tallahassee Central Office, we have our Business Office which is staffed by an accountant and secretarial assistant. We have our design section which has responsibilities in preplanning, coordinating and administration of our associate program. This section is staffed by a Registered Architect, Edward M. Fearney, and four permanent associates. Part time help as required is obtained. This section has the responsibility of working with the university to define the program for buildings and to reduce this program to requirements of budget. It has the responsibility for maintaining a logical master plan for the development of an institution and for correlating extensions of utilities to

(Continued on Page 12)

New Light...

(Continued from Page 11)

proposed building expansion. It has the responsibility of providing for logical growth of campus areas to provide for the anticipated growth of these universities by colleges or departments. It further has the responsibility of translating this information to the associates who may be commissioned for the design and planning of specific projects which in themselves represent only portions of the overall campus growth.

Two per cent of the actual construction cost is available for the provision of the service of supervision. Thus each Zone Office is self sustaining insofar as the service rendered by these Zone Offices is involved. The fee which is allowed by the state for our service of preplanning and programming is one-quarter of one per cent of the estimated construction cost, plus the salary and expenses of two employees in Mr. Fearney's section. This section, therefore, is nearly, but not quite, self sustaining insofar as revenues from the services provided by that section are involved.

The Gainesville Zone Office, which formerly was the only architectural office for the Board of Control, has an additional function as the plan-producing office. It is the only one of our offices where plans are actually produced. Since plans can be produced more economically in one office than they can be in several dispersed offices, and further, since the primary purpose of producing plans within the office of Architect to the Board of Control has been to earn sufficient revenue to continue the services of those portions in the offices which are not completely self sustaining, it is logical that plans should be produced only in one of these locations. Since the office in Gainesville was already completely staffed and efficiently operating, production of plans has been continued in that location. Newly formed offices in Tallahassee and in Tampa have been staffed in part by transfers of personnel from the Gainesville Zone Office.

With this general background of discussion in the organization of my office, I would like now to try to answer the specific questions which you set forth in your correspondence of July 13.

The first of your questions was, **"Why is it necessary to expand the office of the Architect to the Board of Control?"**

The answer to this lies in part in the projected growth of our state university system. In 1958 the enrollment in that system was 24,391 pupils. It is projected that by 1970 we will have 58,000 enrolled in our state university system. In the interim period at least two additional universities will have been created and possibly a third. The Board of Control has, therefore, found it desirable to extend their services to properly coordinate and supervise the Capital Outlay Program required to house this projected expansion. New universities are being created in Tampa and Boca Raton. The Board of Control feels that this srevice of coordination and planning this program is properly retained by them through its Office of the Architect.

Question 2 (a): **"What proportion of the construction program of the Board of Control will be accomplished by the Architect to the Board of Control and what proportion by private practitioners?"**

The proportion of work which will be done by the Board of Control office will always be that minimum amount which is necessary to provide financing for those services by the Board of Control architect which are not completely self-supporting. As you know, the Architect's office is not supported by any appropriation, but must operate exclusively on the basis of fees collected by the Architect's office. The ceiling for these fees has been established by the Cabinet as being six percent of construction costs. This six percent includes preliminary planning, working drawings and supervision, but does not include the service of preplanning for which an additional one-quarter of one percent, plus the salary of two employees and their expenses, is allowed. The Architect's office administers the contracts of their associates, who normally receive a fee of four percent for their services exclusive of supervision.

The amount of this work reduced to dollars and cents in construction cost is variable in accordance with the appropriation. As an example, if the state appropriation is $20-million, then the fees earned by supervision carry a greater proportion of the overall load of the office, thereby reducing the amount of plan production which must be done at six percent by the office of the Architect to the Board of Control. Where the state appropriation for the biennium is only half of that, or $10-million, then the fees to be earned by supervision are proportionately less; and even though the number of inspectors may be numerically reduced, the operation of this function becomes little more than self-sustaining. In this event, the demand upon revenues to be obtained by the production of plans is increased.

It is the Board's desire that the ratio of work to be done by its own office to that to be done by private practice should be in the ratio of about three to one. In other words, the office of the Architect to the Board of Control would do about one fourth of the total volume to be done. When the overall Capital Outlay Program for the state universities is $20-million per biennium or greater, it is possible to adhere to the above referenced ratio.

Question 2 (b): **"How are fees now divided; and what, if any, will be the future plan?"**

The division of fees is four percent for preparation of plans and specifications and two percent for supervision. The associate who is commissioned is the beneficiary of consultation and preliminary work which has been done by the office of the Architect to the Board of Control in preparing the program and in correlating that with the overall growth of the campus. In preparation of this program in the preplanning stage, campus committees have worked to define their program cooperatively with the office of the Architect to the Board of Control and the product of their cooperative efforts has been reviewed by the campus building committee so that the associate architect is relieved from this expensive collection of data and program as it has existed in the past.

Question 2 (c): **"What happens to surplus fees collected by the office of the Architect to the Board of Control?"**

Any excess fees collected by the office of the Architect of the Board

of Control must be plowed back in the form of service to the Institution. Historically, there have been some occasions when bids exceeded the amount of the construction budget, but where a waiver of the Architect's fees permitted the university to make awards on necessary construction. There have been other occasions when plans have had to be redrawn because bids were in excess of funds that were available. In this event, the maximum fee to be collected for architectural services remains six percent of the final contract award. Hence, two sets of plans must be produced for the remuneration of one.

Question 2 (d): **"Does the state contribute any funds for the support of the Board's architectural office other than through the fees they collect on the construction projects? If so, what are they and how much do they represent in a biennium?"**

The answer to this question is: No. The office of the Architect to the Board of Control pays rent on the space it occupies, pays for its utilities, including telephone, heat, lights, water, etc., and must operate entirely as a private practice would operate from fees collected for service rendered.

Question 2 (e): **"How large an organization is the present Board's architectural office? If broken down by zones, how many for each zone?"**

The present membership is 45 permanent employees and two temporary employees. This includes by zone offices: in the Tallahassee Zone Office, six; in the Tampa Zone Office, seven; in the Gainesville Zone Office, 21; and in the Tallahassee Central Office, 11 permanent employees and two temporary employees.

Question 2 (f): **"Other than architects, what type of personnel is employed?"**

Other than architects, our office employees consist of one accountant, two engineers, stenographic help, draftsmen, inspectors and office help.

Question 2 (g): **"How are associated architects selected?"**

Associated architects are selected by appointment by the Board of Control upon the recommendation of the Ar-

(Continued on Page 30)

The Record for Four Years

In May of this year the Architect to the Board of Control prepared, at the request of Representative Harry Westbury, of Duval County, a schedule of construction projects handled by his office. It showed the names of the projects, their approximate construction values, when the plans for them were prepared and by whom. The schedule covered projects for which plans were prepared in 1956, 1957, 1958 and 1959. Analysis of the information submitted discloses some interesting facts.

One, for example, concerns overall totals. During the four-year period covered by the schedule, plans were prepared on 68 projects for seven institutions under the authority of the Board of Control. Total construction values of these projects was $40,450,065. Of these 68 projects, the office of the Architect to the Board of Control prepared the plans for 28. Architectural firms in private practice — called "architectural associates" by the Board of Control's architect — prepared plans for the remaining 40.

However, the construction valutions listed for the 28 projects planned by the Board of Control totals $25,090,750. Total valuation of work done by firms in private practice was $15,359,315 — or only some 38 percent of the entire four-year program.

Another fact these figures disclose relates to the architectural compensation paid for preparing plans of the 68 projects named. The stated policy of the office of the Architect to the Board of Control is that complete architectural services shall be paid for at the rate of six percent of the construction cost, with one-third of this — or two percent of the construction cost — allocated to project supervision. Since the established policy of the Board of Control is to exercise supervision of all project construction through the office of its architect, firms in private practice receive only four percent for their partial architectural services.

On this basis, 21 architectural firms received a total compensation of $614,372.60 for their partial services on the 28 projects listed. For complete architectural service on the 28 projects done by the Board of Control, compensation amounted to $1,505,455. In addition, the office of the Architect to the Board of Control received two percent of the construction cost of work done by private firms as payment for construction supervision. This amounted to $307,186.30 — bringing the total compensation paid to the architectural office of the Board of Control to $1,812,631.30 during the four-year period covered by the schedule. This is slightly less than three times the professional compensation paid to private practitioners during the same time.

Here is a breakdown of the four-year activity:

Year	Number of Projects Bd. of Con.	Priv. Firms	Work at 6 percent by Board of Control	Work at 4 percent by Private Firms
1956	5	7	$11,820,881	$ 3.514,009
1957	4	10	2,099,897	1,037,611
1958	13	14	3,375,344	7,333,381
1959	6	9	7,794,628	3,474,314
TOTALS	28	40	$25,090,750	$15,359,315

The 1960 Office Practice Seminar . . .

The second annual "listen and learn" was a credit to its sponsors and a profitable experience for all who attended.

One of the nearly 125 architects attending the FAA's Office Practice Seminar at the Fenway Hotel in Dunedin, August 12, summed up what appeared to be the consensus of all. Toward the end of the day-long meeting filled with informative talks and floor discussion, he said, *"I didn't drive 250 miles and close up my office for a whole day just to play! I came here to work and to learn, and I've certainly done both."*

It was that kind of a meeting. The attendance was more than 50 percent greater than at last year's OP Seminar, and Committee Chairman Robert H. Levison is already planning a program for next year which will raise the attendance percentage even higher. So much provocative material was presented by people who obviously knew both the great and fine points of their subjects, that not all of it can be reported verbatim—or even abstracted in a single issue of this publication. However, arrangements have been made to publish some of the discussions in detail and to present the salient substance of others in forthcoming issues. One of the most significant talks on specifications by Donald G. Smith, has been reproduced in complete form here.

The discussion of specifications—moderated by Earle M. Starnes—was a chief highlight of the morning session. Speakers, in addition to Smith, a former president of the Greater Miami Chapter, CSI, were Henry Kent, Miami, who discussed development of "streamlined" specifications. James H. Kennedy, Tampa architect, who weighed pros and cons of integrating specs with drawings, and Ben Huffsey, a mechanical engineer who spoke pointedly on the desirability of coordinating architectural and mechanical specifications to the benefit of all concerned.

Other sections of the five-session meeting were equally as practical and informative. The first afternoon talk was given by Robert H. Raine, CPA, on the subject of accounting for architectural offices—with particular emphasis on how proper accounting procedures can help solve some of the tax problems that architects and other professional men are heir to. An especially provocative discussion of the feasability approach to building development and cost was presented by Bruce Taylor, realtor and appraiser who took his audience behind his professional scene and showed, step by step, how a financial plan for a building is developed as a basis for its subsequent architectural and structural design. Both these discussions are slated for later publication in *The Florida Architect.*

Moderated by Edgar Hanebuth, a contractor panel discussed labor costs, estimating and bidding problems. G. Perrin McConnell of the AGC West Coast Chapter discussed the influence prevailing wage rates have on construction costs; and H. M. Ballinger, of the Batestone Construction Co., Clearwater, outlined significant steps by which interests of both architects and contractors could be served through more accurate estimating procedures and more efficient bidding practices.

Finally, Daniel Schwartzman, FAIA, chairman of the National AIA Committee on Office Practice, drew the threads of the various sessions together in a correlative summary. He has promised to make his wise and practical observations available for publication in the October issue.

It was obvious that architects from all over the state had come to listen and learn. Pencils and note pads were in evidence throughout the day; and after every talk the audience participation included not only questions on salient points, but also commentary on personal experience or observations.

As a climax to a highly successful program, Chairman Levison adjourned the meeting with an invitation to a cocktail party given by the Florida Central Chapter which was scheduled to hold its Chapter meeting the following day.

Rid Specifications of The "Or Equal" Clause

By DONALD G. SMITH, AIA, CSI
Past President, Greater Miami Chapter, Construction Specifications Institute

What is a specification?

Webster's dictionary defines it as " . . . *A statement containing a minute description or enumeration of particulars, as of the terms of a contract, details of construction not shown in an architect's drawings, etc. Also any item of such a contract.*" Technically, the foregoing can be broken down further. Mr. Rolf Retz, chief specification writer for the California State Division of Architecture and a national director of CSI, has stated clearly the basic purposes of adequate specifications. These are, this authority says:

1 . . . *"To provide a document from which the contractor may prepare an intelligent bid.*

2 . . . *"To provide a document which will tell the contractor how he must execute the work.*

3 . . . *"To provide a document which will assist the architect or engineer in determining whether the contractor has executed the work intended."*

(Continued from Page 10)



With a wide choice of textures, colors, sizes…

NEW HOLLOLITE PANELS BY HOLLOWAY GIVE YOU GREATER DESIGN FREEDOM



Here's How Hollolite Panels Give You Greater Design Freedom

More design freedom for Florida architects has been the objective of Holloway Materials Corporation throughout the development cycle of Hollolite Panels.

Designed for uses ranging from decorative trim to entire walls, Hollolite Panels incorporate several features which free the architect from design restrictions imposed by the material. Among these are:

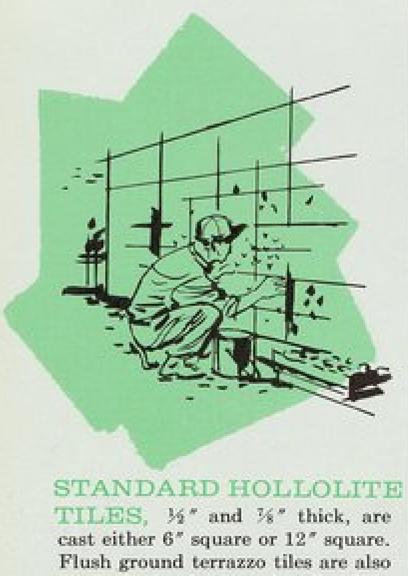
AN ALMOST LIMITLESS COLOR RANGE. 35 varieties of marble and granite, as well as specified domestic stones, are available as aggregates. These may be combined with a wide range of binder colors, including non-fading blue, aqua and yellow, a full selection of domestic oxide colors, and gray, white, or black.

TEXTURES APPROPRIATE FOR EVERY DESIGN. "Florentine" aggregate is available in large, small, or mixed sizes and in rough or smooth form. Aggregate surfaces can be ground and polished to a high gloss as specified. "Contemporary" Hollolite Panels, without aggregate, are also available. They can be furnished in brushed or tooled finish, textured mold finish, or architect-designed sculptured form.

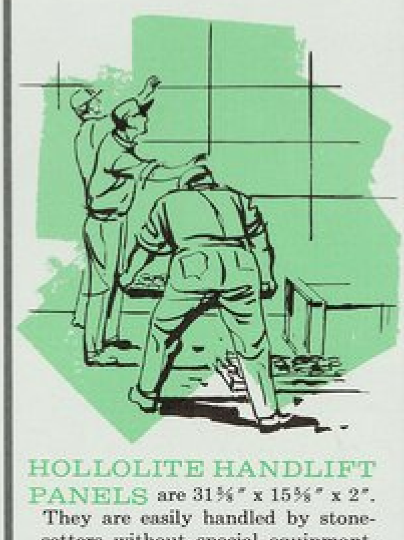
A VERSATILE SELECTION OF SIZES. Hollolite Panels are available as tiles, handlift panels or curtain wall panels. This selection of sizes enables architects to design Hollolite portions in scale with the rest of the building.

EASY INSTALLATION BY LOCAL CRAFTSMEN. Under the supervision of Holloway representatives, Hollolite Panels can be readily installed by local crews. Tiles are installed by regular tilesetters, handlift panels by stonesetters, and curtain wall panels by crews skilled in heavier installations.

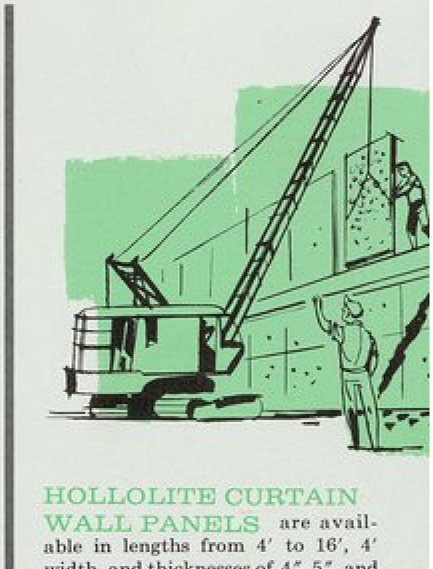
A HIGHLY COMPETITIVE PRICE. Modern manufacturing and shipping methods used by Holloway bring you Hollolite Panels at a very attractive price when compared with other architectural facing and curtain wall materials.



STANDARD HOLLOLITE TILES, ½″ and ⅞″ thick, are cast either 6″ square or 12″ square. Flush ground terrazzo tiles are also available for floors and walls. Custom sizes can be cut.

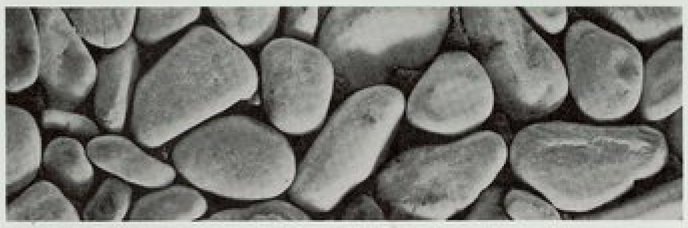


HOLLOLITE HANDLIFT PANELS are 31⅝″ x 15⅝″ x 2″. They are easily handled by stonesetters without special equipment, and using any of the standard methods.



HOLLOLITE CURTAIN WALL PANELS are available in lengths from 4′ to 16′, 4′ width, and thicknesses of 4″, 5″, and 6″, in solid or insulated sandwich forms.





GLOBO MISTO. Round aggregate in mixed sizes. Shown one-half of actual size.



GLOBO MISTO LUCIDO. As above, with aggregate surface ground and highly polished.



RUVIDO MISTO. Rough aggregate in mixed sizes. Shown one-half of actual size.



RUVIDO MISTO LUCIDO. As above, with aggregate surface ground and highly polished.

A Holloway "PANEL PRESCRIPTION" Complements Your Design

Available variations in the color, texture, and size of Hollolite Panels enable the architect to apply whatever design criteria he may choose.

Architects who plan to specify Hollolite Panels will find it advantageous to consider specifications early and to develop them integrally with the rest of the design.

A highly trained Holloway architect consultant is available to aid architects during this planning stage. In a pre-specification conference he will discuss with you the color, texture and size considerations which affect your design and increase its emotional impact. The result of this discussion is several "panel prescriptions"—specifications expressly tailored to the demands of your design.

From the prescriptions, Holloway will make up samples for selection and final approval by you and your client.

For more information about Hollolite Panels and the "prescription" method of specifying them, fill in and mail this coupon:

Please send me more details about Hollolite Panels.

NAME____________________

ADDRESS____________________

CITY & ZONE____________________

STATE____________________

HOLLOWAY

MATERIALS CORP.

PRE-CAST DIVISION

15 Years of Concrete Know-how

Assure Quality of Hollolite Panels

For Holloway Materials Corporation, the introduction of new Hollolite Panels marks one and one-half decades of pioneering in the advanced design and use of concrete products. During these years of successful experimentation with engineering and manufacturing advances, more than 70 million pre-cast concrete units have been delivered. Holloway has evolved several procedures which will be of definite benefit to users of Hollolite Panels. Among these benefits are:



QUALITY CONTROL. for Hollolite Tiles and Panels is performed in this modern laboratory by a registered professional engineer.

ENGINEERING ASSISTANCE. Holloway Materials Corp. has a registered staff engineer to aid architects with the structural considerations of Hollolite Panel installation. In cooperation with the Company's resident architect, the Holloway engineer helps you arrive at the most effective, economical use of Hollolite Panels. Tile samples are furnished on request for all tile projects. Complete shop drawings, including structural details of erection, are submitted for architect's approval on every curtain wall panel installation.

FABRICATION AND QUALITY CONTROL. All Hollolite Panels are cast, cured, and finished in Holloway's Winter Park, Florida plant. Expert supervision and careful craftsmanship put quality into every tile and panel. A modern, completely equipped, engineer-staffed laboratory is your assurance of a uniformly reliable product.

CENTRALIZED RESPONSIBILITY. Holloway's policy of delivering all materials on their own trucks adds the finishing touch to the Company's responsibility to you. From the earliest plans to on-time delivery, Holloway assumes complete control of Hollolite Panels for your job.

A Holloway representative will visit your city soon with the complete technical details of Hollolite design, fabrication, and erection. Watch for your invitation, and plan now to meet with him. In the meantime, you can obtain interim information simply by filling in and mailing the attached card.

HOLLOWAY
MATERIALS CORPORATION
PRE-CAST DIVISION
P. O. DRAWER 1347 WINTER PARK, FLA.

FIRST CLASS
PERMIT NO. 141
WINTER PARK, FLA

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

HOLLOWAY
MATERIALS CORP. *PRE-CAST DIVISION*
P. O. DRAWER 1347
WINTER PARK, FLA.

ATTN. JOHN LANGLEY, Architect

"Or Equal"...

(Continued from Page 14)

I find no fault with this interpretation — except that I believe it would be well to use the word "legal" in front of the word "document." However, I doubt if any of us would quarrel much with either Mr. Webster or Mr. Retz.

Now, let's examine the word "Equal". Webster defines it as meaning: "*Exactly the same in measure, quantity, number or degree; like in value, quality, status or position.*" But then he gives an archaic definition as "*. . . characterized by justice, or fair.*" Further he gives some obsolete definitions as, "*. . . uniform, equable, level, evenly balanced or proportioned and having competent power, abilities or means.*"

It appears to me that even Mr. Webster is confused. I have all the respect in the world for this man. But I prefer the definition given by a well-known contractor. He said that the term "or equal" means "*. . . for someone to make it worse and sell it cheaper.*"

In light of the true meaning and technical purposes of a specification, I, for one, cannot see how the weasel words "or equal" can legally fit into a specification — particularly when even the authorities are confused as to its meaning. As a legal document — which it is — a specification certainly should be as exact as possible. It actually takes precedence over a drawing — a point that has been sustained by the Supreme Court in at least two recent cases, one in California and one in Nebraska. In other words, our written words are mightier than our drawings to which we so proudly refer.

If we continue to use the words "or equal", we are inviting trouble. But if we are to eliminate the use of that phrase, we must become so well informed that we know our products, specify what we want and then stand on our convictions. Study and research of what is required will usually eliminate the need for ambiguous phrases used by lazy or uniformed specification writers. Remember — decisions as to quality of materials must be made when specifications are written and *not* during the period of construction.

In the ever-changing trend of construction and design techniques, we must be alert to, and must educate ourselves in, new products, new materials, new methods of construction. As architects, we are regarded as leaders in the building industry. So, it is imperative that we not only keep abreast of our technical times, but well ahead of the crowd. We gain our reputation due to our experience in technical know-how; and our clients are attracted to us for this reason.

Do not betray your clients' confidence by writing a loop-hole specification when he is paying you for expert advice.

Specify what you want — and never accept less in quality for the same money.

Never leave equality to chance by depending upon the lowest prices.

Perhaps the ultimate goal — and I admit that great steps have been taken in this direction — is the development and availability of national standards covering all construction materials and products. This would be a step forward in solving the "or equal" problem. However, recommendations of manufacturers and even trade associations should be carefully examined and supporting evidence required before these are used. I look forward to the day when the general adoption of standards will force manufacturers to imprint or label their products or containers, in compliance with standards that have been adopted.

If we can eliminate the "or equal" clause and have a practical knowledge of what we specify, we will, by the same token, eliminate such grandfather clauses as "*work to be done to the satisfaction of the architect*", or, "*executed*", or, "*to the approval*", or, "*in the opinion of the architect.*" Such phrases are certain indications of a rank amateur at work who is guilty of both weakness and lack of knowledge.

There is no practical method by which the contractor can estimate — or even guess — what the "satisfaction" or "opinion," or "discretion" of an architect is in dollar values. If an architect is so uninformed on his subject as to unable to spell out a desired performance, the least he can do is to state the results he wants to obtain "*. . . in accordance with accepted commercial standards or good*

(Continued on Page 20)

"Or Equal"...

(Continued from Page 19)

engineering or construction practice."

We in CSI do not purport to teach anyone how to write a specification. The CSI is a research organization. Thus the subject of any discussion here falls within the category of specification methods, rather than specification form. However, we do attempt to establish a general specification format. And, of course, we are interested in helping those who are receptive to improve the quality of their specifications.

The point under discussion is clear. It is the consensus of all CSI members — whose convictions are echoed by contractors, manufacturers and material men — that the term "or equal" should be eliminated.

The following format is considered a feasible approach as a basis for this:

1 . . . *Write a performance specification; or,*

2 . . . *Name a minimum of three brands; or,*

3 . . . *Write a base-bid specification. That is, name one brand or product and require all bidders to bid on that particular item.*

In general, government or public work specifications fall within the first group. This is commendable, since it invites competition. This method is appropriately described in Public Housing Administration's Bulletin No. LR-13, which states " . . . *The use of trade names and or equal clauses, except for some items of equipment, should be avoided. This practice is undesirable because . . . it opens the way to endless differences of opinion over what is equal."* It is better practice to describe the nature and qualification of the item required and to specify the performance required.

As to the second group, be willing to accept any one of the three or more brands named as a standard for the work intended. This applies primarily to private work. But it not only produces desired results; it also introduces competition. The chief objection is the possibility that "Brand X" or "Brand Y" were not included among the named brands. This might, on occasions, require some careful explaining — especially when a member of the building committee owns some common stock in one of the brands not named.

The base bid specification — the third group — appears to have the most compelling reasons for acceptance. It has a number of advantages. Among them are:

1 . . . It permits the designer to budget his job. He should be aware of the costs when writing the specifications.

2 . . . It permits the designer instead of the contractor to control the job.

3 . . . It encourages more realistic bidding because everyone is bidding on the same thing.

4 . . . It tends to eliminate the chisler and unscrupulous contractor who normally gambles on obtaining approval of a less costly product as an equal.

5 . . . It would tend to prevent bid peddling.

6 . . . It would not eliminate competition, as the bid form could call for alternate prices on other brands or products. Or the special conditions could permit a request for substitution by the contractor within a specified time — with substantial proof of equality and a price differential of the product submitted in place of that specified.

Saluting:
the architects and engineers of dade county

Throughout the cities and municipalities of Dade County are large and small commercial buildings which reflect the skill, technical ability and imagination of the Architects and Mechanical Engineers of Dade County.

To the casual passerby, these buildings bring a brief sense of "rightness" — they please his senses; to the professional man, they represent practicality and efficiency; to the user they are the best possible combination of materials to achieve the purpose for which the building is designed, but to the Architect and Engineer they speak of personal triumph over hard, inanimate matter.

The Better Fuel Council of Dade County wishes to salute these men and bring to public attention their contributions to Dade County.

With this thought in mind, the Florida Architect will carry, in this space, a series of "Salutes to Dade County Architects and Engineers". They will be chosen (from among Architects and Engineers of recent Dade County Buildings) by a panel of impartial and qualified judges.

These "Salutes" will show and describe outstanding buildings, and present some details of their construction. They will not necessarily be large buildings, nor will they be small constructions only. Each will be chosen on the basis of its individual merit, and the ingenuity with which the Architect and Engineer have met and conquered their problems.

At the conclusion of a year of such "Salutes", the panel of judges will choose the one which, in their opinion, is the outstanding building in the group.

The Architect and Engineer thus chosen will be the recipient of the Better Fuel Council's annual "Award for Architectural-Engineering Excellence", which will carry with it a plaque for each field.

With this program the Better Fuel Council hopes to create more public awareness of the vital role played by the Architects and Mechanical Engineers in shaping the face which Dade County presents to the world.

BETTER FUEL COUNCIL of DADE COUNTY



LITTLE BILL says . . .
"Electricity-plus-Oil can't be beat, for lowest cost and maximum heat!"

A Better Fuel Council member is ready to assist in solving your commercial heating problems. Just call FR 1-2447.



Miami's Buildorama was the scene, August 9, of a Florida South Chapter meeting to which the press, Metro and Miami commissioners and guests were introduced to architects' development ideas for the progressive improvement of downtown Miami. T. Trip Russell, pinch-hitting for H. Samuel Kruse, chairman of the Chapter's Committee of Community Development presided.

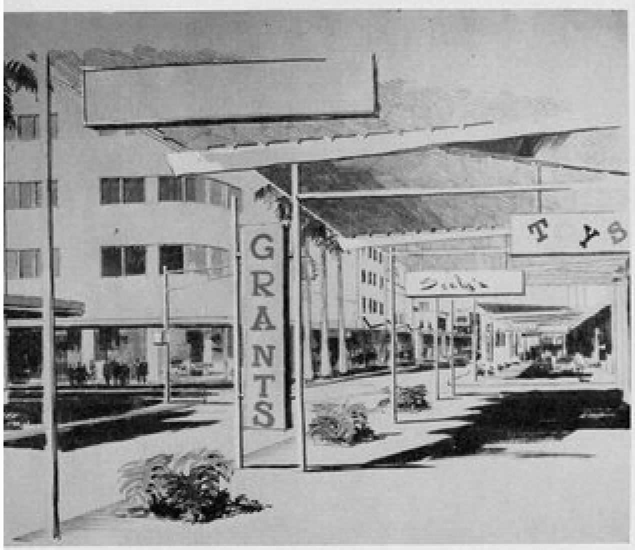
NEW MAGIC FOR MIAMI

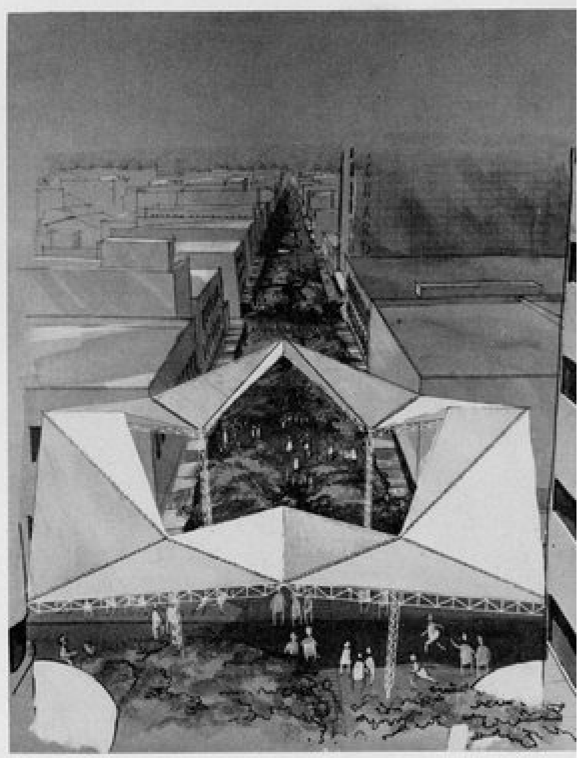
Before anyone, even an architect, can happily concoct a character for downtown Miami, he must face a serious question: Do the one million people gathered 'round it want, or need, a central business district?

If downtown Miami is failing, why will the people not retire to their regional shopping centers and let downtown become a fenced-off pile of dead and ugly boomtime buildings?

The first healthy answer is that Miami is a mixture of people-types, most of them gregarious. A sprawl of one million people requires a central center for simple civic function. If the disadvantages of living in great numbers are to be balanced, there must be a fission chamber for ideas, a machine to make cultural sparks. A city at its best is a place to which people are attracted to many stimuli where collective awareness can grow. If it is beautiful, that machine can serve as a symbol of pride. It can serve as a happy focal reference.

A city should be a place where its citizens can comfortably meet and ask each other: "Have you seen ——?" "Did you hear ——?" "What do you think ——?" "What will we do ——?"





First Phase—for the 1960's—of a long range plan to revitalize Miami's CBD (Central Business District). Above is Flagler Street, devoid of traffic, with 20-foot sidewalks forming a mall shaded by awnings, with store signs controlled. Right, for the 1970's Miami Avenue becomes a tree-planted mall, and its intersection with Flagler Street is marked by a shelter device fabricated from aluminum trusses wtih fiberglass covering.

As downtown Miami exists — separated from the tropical hammocks nearby, separated from Biscayne Bay and from the winding Miami River, separated even from her own parks — she is as grim as the most uninteresting midwestern city. She is as inviting as her blinding hot concrete sidewalks. She offers very limited stimuli — at a price of suffering. It would appear that in her present state, her only commercial appeal is that "Things *must* be cheaper here." There is no pretense at sophisitication. There is no indication at the center, downtown core that this is the "Magic City of the North American Subtropics."

These are the problems that prompt the Dade County Planning Department to study and produce well worked out phases for prosperous growth in the Central Business District (CBD). These problems prompt the Planning Board to invite the Florida South Chapter of the American Institute of Architects to develop a character for the area around a specific city block.

Several architects have poured midnight oil into the first thoughts or schemes which were shown in a

By LESTER PANCOAST

Winner of the informal design competition to sketch Miami's future — which involved some 1200 hours of freely donated time on the part of 25 architectural firms in Miami.

sketch competition judged by Chapter members and the Planning Department. All competition participants won the honor of restudying their solutions, and together they again presented their ideas. If their proposals for what might be done to Miami are modest, it is because they believe that this is the time for realistic, not futuristic scheming. These competitions, then, sifted out the following plan for the "Magic City Miami."

First Phase — 1960's . . .

To unify the architectural effect of Flagler Street and Miami Avenue and to provide shade and rain protection for new 20-foot sidewalks, colorful fiberglas sails are stretched in aluminum frames and attached to buildings above their display windows.

Shade, soft light, color and space for walking crowds.

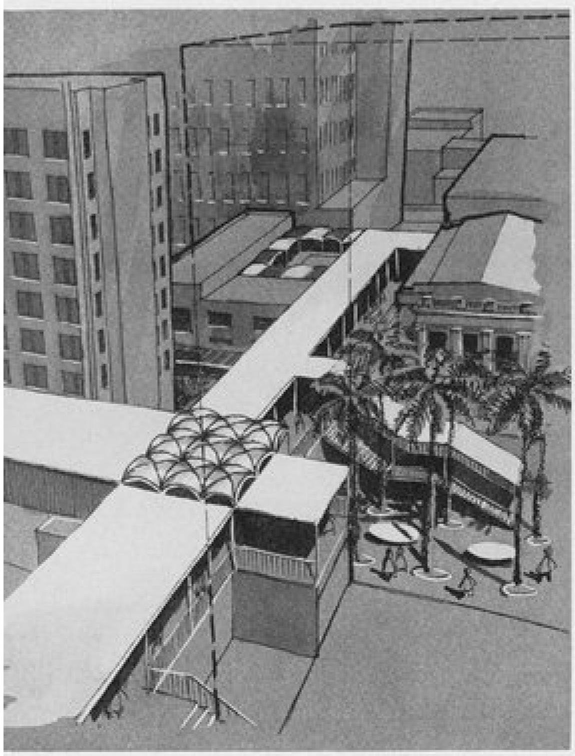
As in any well-designed shopping center, signs are controlled. Stores select one of three types of signs for placement on the sunshade frames which are attached to that establishment.

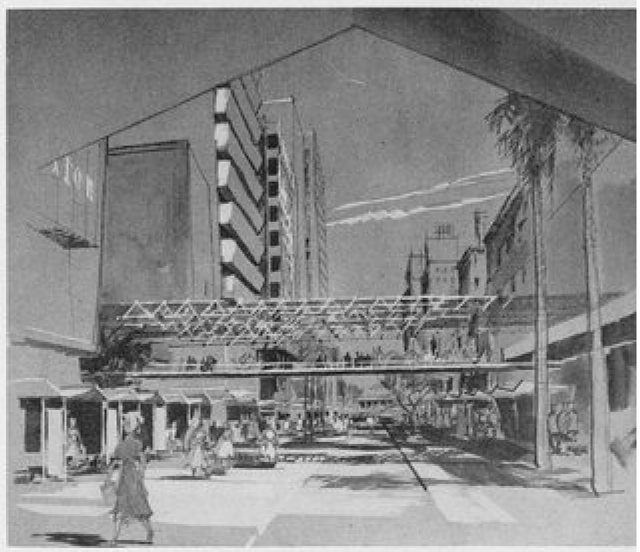
Competition, the greatest enemy of commercial signs is here outlawed. Sign individuality is retained within equitably distributed spaces and in store windows. There are valid agreements that unbridled riots of signs such as New York's Broadway and Tokyo's Ginza create excitement, atmosphere; but great neon concentrations are truly appropriate only in the night-time amusement centers of huge cities. As automobiles leave the streets which become malls, so should the signs become pedestrian oriented.

Walls and parapets facing the streets are simplified and painted neutral colors or surfaced with neutral materials.

Not everything, then, is to be bright color.

(Continued on Page 24)





By the 1980's the pedestrian mall idea has been accepted to the extent that upper level pedestrian ways and monumental palms have been developed as an integral part of the CBD. The new, above ground walkways lead to central pedestrian malls from off-area parking compounds. These sketches suggest how spaces within city blocks could be developed to provide special experiences to attract visitors to Miami's revitalized CBD.

New Magic...

(*Continued from Page 23*)

Second Phase — 1970's . . .

The intersection of Flagler Street, now two lanes wide, and Miami Mall is dramatized by an aluminum frame and fiberglas cloth device attached to the four corner buildings and resting on four aluminum truss columns. Informally spaced trees planted in Miami Mall are Royal Poincianas.

Designed to lift the eye up from the lower lines of the sunshades, the device must also be pleasant to look down upon. Any pedestrian catching sight of it would know immediately where he was in relation to the intersection of the two malls. Royal Poincianas have pronounced seasonal behavior which would often transform the atmosphere of Miami Mall.

Third Phase — 1980's . . .

The development of Flagler Street as a pedestrian mall made more formal than that of Miami Mall, by plantings of monumental palms and bridged by upper level pedestrian ways.

Much of the problem of downtown atmosphere would solve itself with the first fine palm tree invited to live on Flagler Street. Formal though asymetrical plants favor the side of the street with the most sunlight, where the trees will offer the most shade.

Around the overhead pedestrian ways which feed great numbers of people into the malls from parking garages and bus terminals, spaces are open. These spaces within the city blocks provide varied special experiences not to be encountered on the more orderly malls.

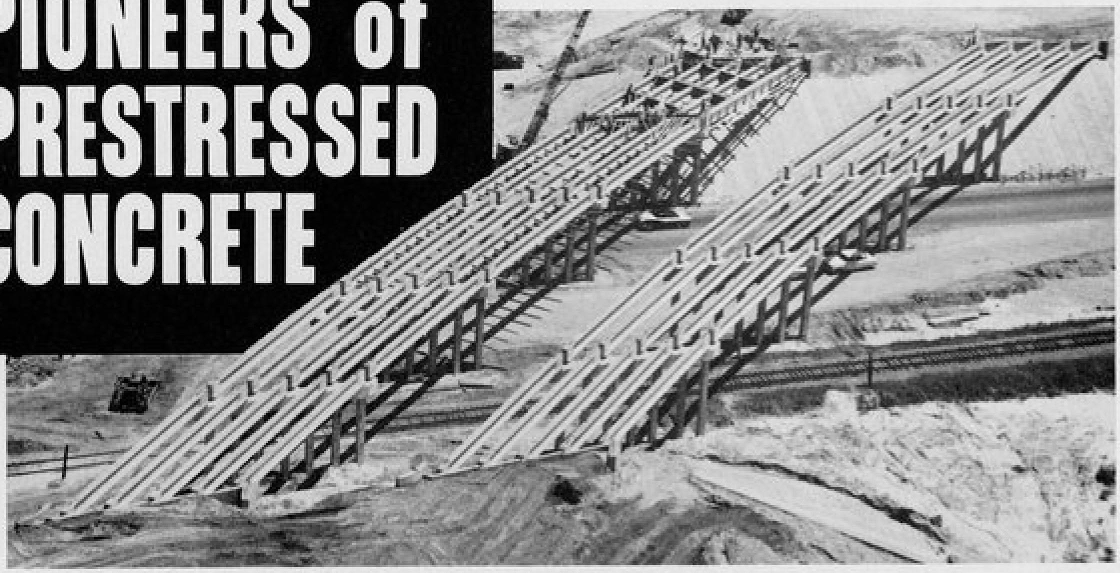
The more expansive aspects of rebuilding will be undertaken only when the C.B.D. has begun its recovery, and when investment capital is reassured. Revitalization of Miami must be accumulative, as is its current degeneration.

Though not within the scope of the architects' assigned problem, solutions were discussed for improving the four quadrants into which the city will be divided by the Flagler and Miami malls. A proposal which deserves consideration is that of purchasing one poorly developed street corner in each quadrant, and planting each densely with royal palms. This would bring the feeling of Biscayne Boulevard into the city. In a corner "square" as small as 50 ft. x 50 ft., sixteen royal palms — on 15-ft. grid, round columns growing from round irrigated holes in the concrete — could supply natural relief to adjacent city buildings, while in themselves making a strong architectural statement.

Whether or not the architects' ideas discussed above will be the final answers for the problems of downtown Miami, they are, in fact, more than mere beautification. They are realistic, buildable answers, and not elusive dreams.

As the central point of reference on this choice flatness between the Everglades and the Gulf Stream, downtown Miami cries for character. The owners and users of this city must become aware that their C.B.D. is the one greatest physical expression of their own collective character.

A tribute to the PIONEERS of PRESTRESSED CONCRETE



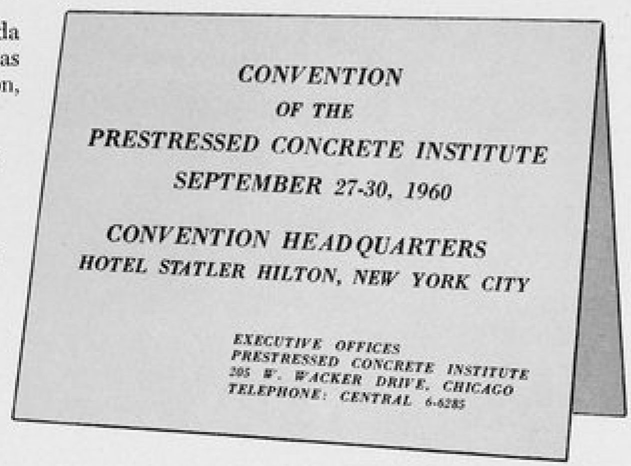
● Prestressed Concrete dual bridges, Lake County, Florida, are symbols of economy in construction and maintenance . . . Photograph courtesy of Dura-Stress, Inc., Leesburg.

With the approach of the Prestressed Concrete Institute convention in New York, we are proud to remember that the organization had its beginning in Florida.

Chartered in June, 1954, the Institute now has a roster of 720 — with members in 43 states in the U. S. A., and in 33 other countries.

We pay tribute to the following Florida manufacturers of prestressed concrete units as pioneers of progress for their creativeness, vision, and perserverance:

BAMMAN PRECAST CONCRETE CORPORATION, Hollywood
BRANNEN, INC., Sarasota
CAPITOL CONCRETE CORPORATION, Jacksonville
DURA-STRESS, INC., Leesburg
DUVAL ENGINEERING & CONTRACTING CO., Jacksonville
EWELL ENGINEERING AND CONTRACTING CO., Lakeland
FINFROCK INDUSTRIES, INC., Orlando
FLORIDA LITH-I-BAR, INC., Miami
FLORIDA PRESTRESSED CONCRETE CO., INC., Tampa
JUNO PRESTRESSORS, INC., West Palm Beach
LEWIS MANUFACTURING CO., INC., Miami
MAULE INDUSTRIES, INC., Miami
PERMA-STRESS, INC., Holly Hill
PRESTRESSED CONCRETE, INC., Lakeland
SOUTHERN PRESTRESSED CONCRETE CO., INC., Pensacola
WEST COAST SHELL CORPORATION, Sarasota
R. H. WRIGHT, INC., Ft. Lauderdale



FLORIDA PORTLAND CEMENT DIVISION



GENERAL PORTLAND CEMENT COMPANY

FLORIDA DIVISION, TAMPA • SIGNAL MOUNTAIN DIVISION, CHATTANOOGA • TRINITY DIVISION, DALLAS
PENINSULAR DIVISION, JACKSON, MICHIGAN • VICTOR DIVISION, FREDONIA, KANSAS



MEDALLION HOME AWARDS BRING PRESTIGE TO ARCHITECTS

This Medallion certifies that a home meets modern requirements for electrical living. It guarantees that the home is designed to provide many work-saving and comfort features. It's a "most-wanted" home that turns clients into delighted homeowners. It reflects the architect's professional pride in up-grading residential standards for *modern* living . . . Better Living, Electrically.

a MEDALLION HOME must meet these basic requirements:

- **ALL-ELECTRIC KITCHEN-LAUNDRY** that includes at least 4 major electrical appliances . . . water heater, cooking range, clothes dryer, dishwasher, or other "Reddy-servants."
- **FULL HOUSEPOWER** (100-200 amp service) with large enough wire and ample circuits, outlets and switches for maximum convenience and efficiency . . . now and in the future.
- **LIGHT-FOR-LIVING** properly planned for every part of the house and outdoors, for decorative beauty and utility.

FLORIDA POWER & LIGHT CO.

The Medallion Home campaign is backed by multi-million dollar promotions in newspapers and magazines, on TV and radio. Call our office for full details and specifications to qualify your homes for Medallion Awards.

There's No Match for ELECTRIC Living

MEDALLION HOME
LIVE BETTER ELECTRICALLY

News & Notes

International Competition for Century 21 Exposition

An international competition for a $250,000 civic center project for metropolitan Seattle has just been announced. J. Lister Holmes, FAIA, of Seattle is the professional advisor; and registration applications should be obtained from his office at Seattle Civic Center Fountain Competition, 215 Eighth Avenue, Seattle 9, Wash.

Competition jurors are: Nathaniel A. Owings, FAIA, Bernard Rosenthal, sculptor, Garrett Eckbo, landscape architect, and H. Peter Oberlander, professor of architecture and design, University of British Columbia. In addition, Paul Thiry, FAIA and Fred B. McCoy, building superintendent of Seattle, will act as ex-officio jurors.

Deadline for registration with the professional advisor is October 14.

FAA Board Okays Insurance Program

Acting on a thoroughly documented survey report by Clifford F. Gould, CLU, the FAA Board of Directors, at its August 13 meeting held in the Fenway Hotel, Dunedin, authorized activation of a program of professional insurance for all FAA members. Mr. Gould was appointed as an insurance consultant for the FAA at the 1959 FAA Convention. Since then he has been surveying the insurance needs of FAA members; and his report to the Board was in the form of a detailed breakdown relative to such needs and the extent to which FAA members were now adequately covered by present-day insurance standards.

The insurance consultant made clear that present insurance inequities could be adjusted and a program developed which would assure FAA members any sort of coverage to meet their individual needs. He indicated that the next step in this program would be personal discussions with individual architects or firm principals to analyze specific requirements and to develop individual programs for each.

Other Board business included President Stetson's report of his conferences with members of the Development Commission and his correspondence with the Architect to the Board of Control (reported elsewhere in this issue). Discussion of the FAA fiscal policy developed into the appointment of a budget policy committee with the general charge of determining a long-range fiscal policy consistent with the organizational aims of the FAA and embracing recommendations, if any, for a revision of the FAA's basic dues structure.

Named to this committee were: H. Samuel Kruse, one year; Verner Johnson, one year; Joseph M. Shifalo, two years; John Stetson, two years, and Roy M. Pooley, Jr., three years. The staggered terms are to assure continuity of experience and understanding of FAA matters.

Regional Director Robert M. Little, FAIA, announced his nominations for national committee appointments as follows: AIA/AGC, John Stetson; AIA/P.C., Verner Johnson; Awards & Scholarships, Wahl J. Snyder, FAIA; Chapter Affairs, Robert Abele; Disaster Control, E. T. H. Bowen, II; Index to Arch. Info., James T. Lendrum; Office Practice, Robert H. Levison; Pres. His. Bldgs., Belford Shoumate; P/R, Edward G. Grafton; Research, Turpin C. Bannister, FAIA; Schls. & Ed. Facil., C. Ellis Duncan; Education, Arthur L. Campbell; Jury of Fellows, Russell T. Pancoast, FAIA; AIA/Eng., Walter B. Schultz; Community Planning, T. Trip Russell; Hospitals & Health, Irvin Korach; Home Building, Alfred B. Parker, FAIA.

Personals . . .

Samuel M. Puder, AIA, formerly associated with Edwin T. Reeder Associates, has opened his own office at 6080 S. W. 62nd Pl., So. Miami.

(Continued on Page 28)

A New Chapter for Women in Construction



Women in Construction, a national organization originating in Fort Worth, Texas, in 1953, and now numbering 41 chapters in 12 states—with 17 other states ready and waiting to be chartered—put its official stamp on its newest chapter in Daytona Beach on August 11th at an organizational dinner meeting at Ormond Beach. Attending were 23 members, including three national officers from Texas. Here are the newly installed officers of the Daytona Beach Chapter, with guests. Seated, left to right, Mrs. Lucille Holman, Natl. Exten. Dir., Corpus Christi, Tex.; Mrs. Francis R. Walton, Chapter President; Mrs. Carrie Ann Marquette, National President; Mrs. Lois Acker, president, Dallas Chapter, sponsor of the Daytona Beach group. Standing: Mrs. Irene Lewis, vice president; Mrs. Erlene Connor and Mrs. Eve Guilmette, board members; Miss Sandra Goodwill, secretary pro tem; Mrs. Ruth Lutz, treasurer; Mrs. Gen Spicer and Mrs. Grace Brown, board members. . . . Two other chapters of the growing organization have been chartered in Florida. One is in Jacksonville, Mrs. Thomas L. Walker, president; the other in Tampa, Mrs. Mary Rogers, president. . . . General objectives are to unite women engaged in various phases of the construction industry for their mutual benefit and fellowship.

News & Notes

(Continued from Page 27)

Theodore Gottfried, AIA, has moved his professional office to 3298 Mary Street, Coconut Grove.

R. William Clayton, Jr., has established his own office at 19711 N. W. 6th Court, Miami.

D. Thomas Kincaid has announced a new office for his practice at 1482 6th Street, N. W., Spring Lake Terrace, Winter Haven.

State Board Ups Registration Exam Fees

Fees for examinations given by the State Board of Architecture as the basis for registration to practice have been increased, according to an announcement made recently by Morton T. Ironmonger, AIA, secretary-treasurer of the Board. From now on applications for examinations in Classifications A (junior written examination), A-1 (senior examination), and B-1 (for registration by exemption) must be accompanied by a fee of $25, instead of $15. Application for registration on the basis of an NCARB certificate now entails a fee of $46 instead of $31 as formerly.

The new examination fee schedule entitles a new applicaant to try a second time if he fails to pass all written examinations on his first attempt. On all subsequent attempts, however, the Board now requires a re-examination fee of $5 for each subject taken.

Increased costs of conducting the twice-yearly, four-day examination sessions made the new fee schedule necessary, the Board secretary said. For some years past the January and June examinations have been held simultaneously in Jacksonville and Miami, primarily for the convenience of registration candidates, but also because it had proved impractical to provide all facilities required for the examinations in one location. The increased volume of examinees has also made it necessary for the Board to retain additional help in processing applications, conducting examinations and grading papers. The former fee schedule did not meet these combined costs; and the Board was thus expending funds needed for the conduct of its legal and regulatory activities, the secretary explained.

BUYING?
BUILDING?
MODERNIZING?

Don't take a
BEATING
on the cost of home
HEATING!

LUXURIOUS

OIL HEAT COSTS *much* LESS

MUCH SAFER, MORE DEPENDABLE, TOO!





By now, just about everybody knows that Florida homes need heat during our short but chilly winter cold snaps . . . That efficient, dependable home heating doesn't have to cost much in Florida . . . That OIL heat averages about HALF the cost of heat from other fuels... And that you don't have to pay a premium price for fuel oil when you use it for home heating only! If you'll insist on clean, safe, economical OIL heat—you'll never "take a beating" on the cost of home heating!

FLORIDA HOME HEATING INSTITUTE

BUILDORAMA, DUPONT PLAZA CENTER, MIAMI

See the oil heating display at Buildorama, Dupont Plaza Center, Miami

MR. ARCHITECT: This ad summarizes the home heating cost story your prospective clients have been reading in newspapers and magazines and listening to on TV and radio. They'll welcome your recommendation of economical, dependable OIL heat in their houses. They'll be grateful to you in the years to come. If you need oil home heating information we'll be glad to provide it.

New Light . . .

(Continued from Page 13)

chitect to the Board of Control. Where outstanding services are rendered by associate firms, recognition of this outstanding service is given by repetitive appointment.

Question 2 (h): **"Do you know of any plan to eliminate the use of associated architects on work accomplished by the State Board of Control?"**

Absolutely, I know of no such plan. The Board of Control has been very firm in its policy relative to the preparation of plans by associate architects. To my knowledge it is their desire that three-fourths of all commissions be performed by associate architects when the operation of its own architect's office permits this ratio.

I hope that this letter has been informative to you and your committee. I will welcome an opportunity to answer any further questions which may remain. I hope that through the efforts of this office in the proper coordination of all professional services rendered by architects and engineers on our university campuses it simultaneously becomes possible for our associates to find this relationship a more profitable one.

President's Message . . .

(Continued from Page 8)

sculptor, in a short while it may become a statue of lasting beauty destined forever to be admired.

Our heritage in this country is progress, growth and never-ending resources. But without the proper guidance, as in the case of the block of marble, the basic materials may be destined to virtual oblivion. Actually most of Florida's beauty, particularly in the southern part of the state, must be man-created. Fortunately or unfortunately, only certain men are trained to create or augment this beauty. Architects, landscape architects, planners (with the proper training and experience), artists and sculptors all have a place in this planning for the future.

We now have, within a short distance of every progressive community in the State — if not in its geographic limits — men well trained in these

fields. It is not necessary for our town fathers to seek so-called experts from out of state. We have them right here, complete with briefcase. But more importantly we have men familiar with the flora and fauna (particularly the two-legged variety) and with the very soil of which we must build. They pay taxes here, educate their children here. And they are also your neighbors with far more interest in their state and community than outsiders.

At any rate, it should behoove every man, woman and child to make an effort of note to stimulate better community planning and beautification. Think what Florida would be if each of us planted just one flowering shrub each year, and pulled a few handfuls of weeds — and still better, demanded that each of our communities permit no more bad building or junky additions and that all improvements be accomplished in compliance with a master plan.

Florida could stop spending its money on advertising. We would be forced to limit immigration in self-defense.

ADVERTISERS' INDEX

We'll Come Running . . .



with Facts and Figures!

Modern homemakers demand the best . . . and natural gas can be *proved* best for such special home jobs as cooking, water heating, home heating . . . even more! So in homes *you* design . . . be *sure* to use natural gas for all it's worth. Any Houston office will work out actual facts and figures on installation and operating costs, help you with suggestions for making making homes more liveable with

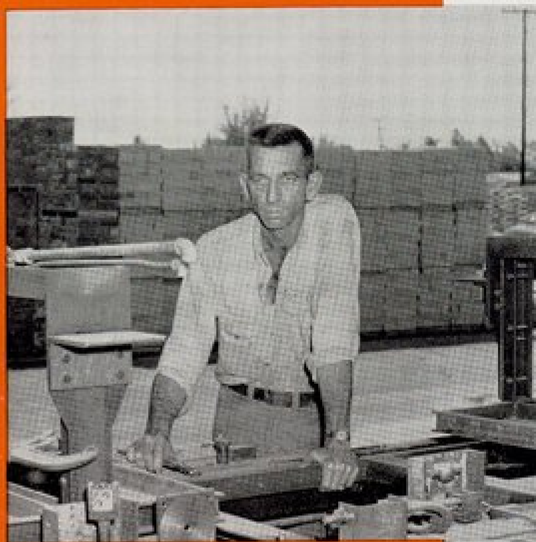
natural gas

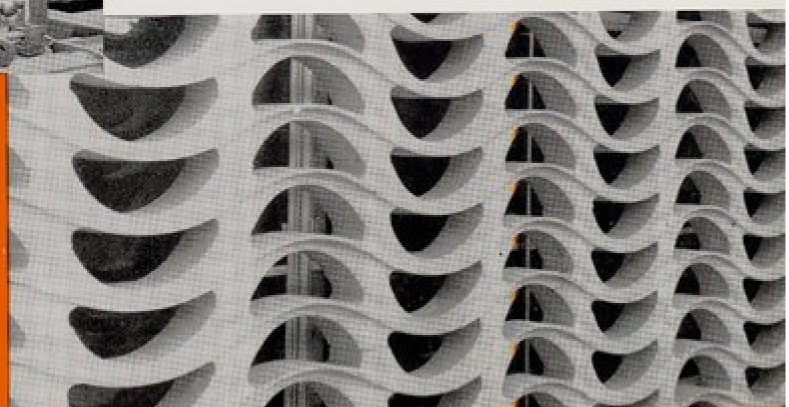
For full details, contact our nearest office.

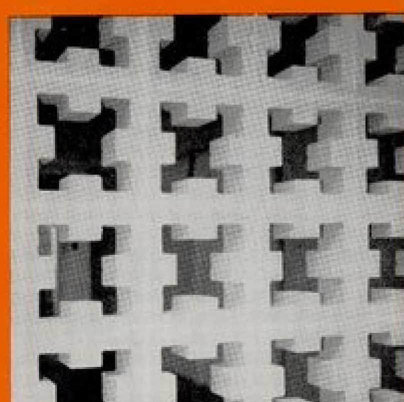
THE HOUSTON CORPORATION

a Florida corporation

Miami • Jacksonville • Orlando • Lakeland • Daytona Beach • Eustis

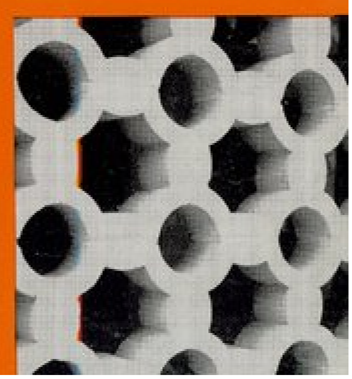






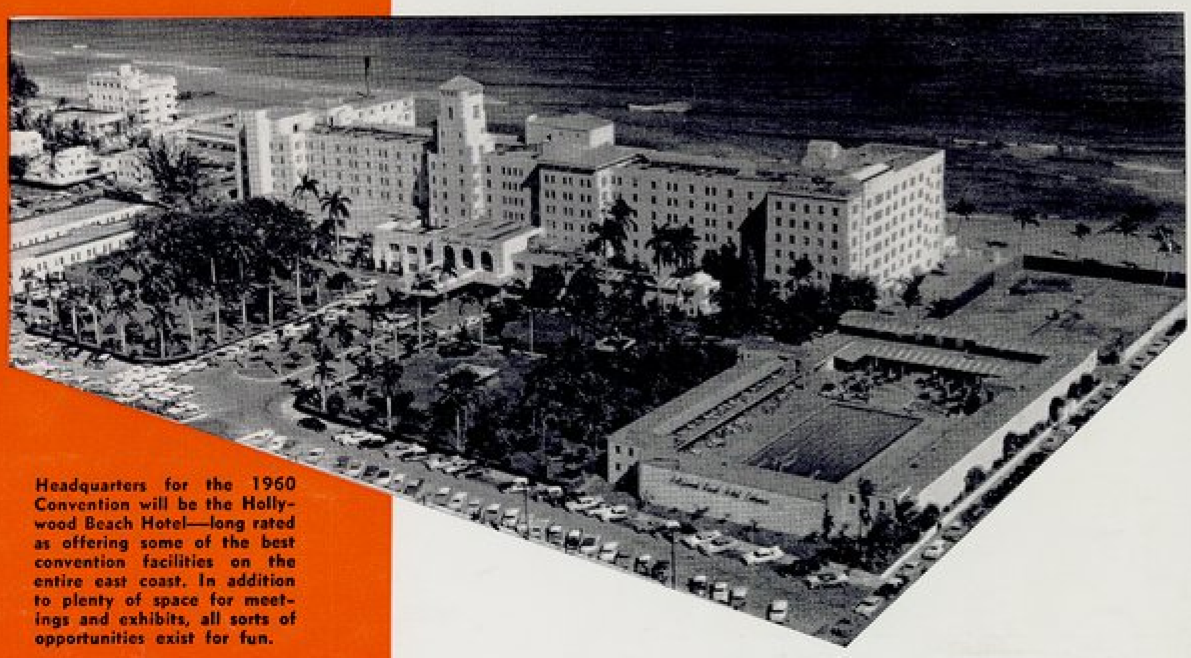






FAA

. . . The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Man, Climate and The Architect" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD